

SUMMARY OF THE INVENTION

PS In one embodiment, the present invention is a computer system for managing advertisements for use in an interactive electronic television program guide (EPG) comprising: means for storing information regarding advertisements to be displayed on the EPG including one or more of the group of: times of day of ad display, duration of ad displays, location of ad displays, days of week of ad displays, television programs broadcast at or about the time of ad display; rotation rate for ads, number of ads being rotated with the ad, memory required for storage of ad at the EPG location, payment rates for ads; means for calculating the distribution of advertisements based on the information stored in said means for storing; and means for distributing advertisements to the EPG based on the output of the means for calculation.

Please replace the paragraph currently beginning at Page 2, Line 3 with the following rewritten paragraph:

BRIEF DESCRIPTION OF THE DRAWINGS

PS FIG. 1 shows the screen of an Interactive Electronic Program Guide;

Please insert the following paragraphs at Page 2, Line 8, as it currently stands:

FIG. 3 shows sample Ad types, according to an embodiment of the invention;

FIG. 4 shows exemplary Ad dimensions, according to an embodiment of the invention;

Ad FIG. 6 shows an exemplary screen for expanding a channel Ad, according to an embodiment of the invention;

FIG. 7 shows an exemplary screen for highlighting a panel Ad, according to an embodiment of the invention; and

FIG. 8 shows an exemplary screen for highlighting another panel Ad, according to an embodiment of the invention.

Please replace the paragraph currently beginning at Page 2, Line 21 with the following rewritten paragraph:

- Ad*
- 1.) Type of Advertisement;
 - 2.) Placement/Location on the Display Device;
 - 3.) Proportional "Size" of the Advertisement;
 - 4.) Time Duration for Each Display of a Particular Advertisement;
 - 5.) Expansion Specifications;
 - 6.) Access Relationship to Advertising Target Specifications;
 - 7.) Display Relationship to Viewer Profile Information and Characteristics;
 - 8.) Scheduling Specifications;
 - 9.) Ad Creative Elements;
 - 10.) Ad Interactivity

Please replace the paragraph currently beginning at Page 3, Line 27 with the following rewritten paragraph:

1.) Type of Advertisement

24 The type of advertisement considers, among other things, what is being advertised. That is, whether a product is being advertised, or whether a future television program is being advertised, etc. The type of advertisement also considers the format of the particular advertisement. A particular EPG system can display advertisements in a number of ways, in different areas of the EPG display, and at different locations within the EPG operation. For instance, an EPG, such as Gemstar's Guide 98, provides an EPG Grid Guide display that presents the Grid Guide for program selection in one fixed portion of the display monitor's screen. The exemplary EPG displays the real-time video of the current television program in a PIP (Picture-in-Picture) Window (also referred to as a PIG (Picture-in-Guide) Window), as shown in Figure 3. In other fixed display window locations, the EPG displays what are referred to as panel ads. Within the television program listing of the Grid Guide, the EPG can display what are referred to as channel ads. Figure 3 illustrates examples of each of the above-described screen elements.

Please replace the paragraph currently beginning at Page 4, Line 28 with the following rewritten paragraph:

2.) Placement/Location on the Display Device

25 The present invention provides the EPG administrator with the option of charging different amounts for advertisements depending upon the placement and location of the advertisement in the EPG display. For instance, the EPG administrator can charge more money for a particular time slot for the Panel Ad that is located as seen in Figure 3 directly below the PIP Window (Panel Ad # 1) than for the

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Panel Ad located at the bottom left corner of the screen (Panel Ad #2).

Please replace the paragraph currently beginning at Page 6, Line 12 with the following rewritten paragraph:

3.) Proportional "Size" of the Advertisement

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The present invention allows the EPG administrator to charge an amount dependent upon the proportional size of the advertisement to be displayed as compared to the entire display area available on the viewer's display device. The size of the advertisement can be defined by the number of "pixels" required to display the advertisement. In one embodiment of the present invention, different advertisement types are of fixed size. In such an embodiment, the proportional size billing factor is not typically used. However, in other embodiments, advertisement types can differ in size. For instance, consider Panel Ad #1 shown in Figure 3. Panel Ad #1 could be shared by two or more advertisers. The present invention provides the EPG administrator to bill according to the relative size of each ad displayed within the Panel Ad # 1 Window.

Please replace the paragraph currently beginning at Page 7, Line 24 with the following rewritten paragraph:

5.) Expansion Specifications

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Advertisements can be expanded to provide the viewer with additional information about the advertised product or program. The viewer uses the EPG to request the additional information. For instance, the viewer can select an information icon on the advertisement display using the viewer's remote control device. The

at additional information can be displayed on some portion of the display screen such as, for example, in the information box as shown in Figure 3. More than one level of additional information can be available for display by the EPG. Alternatively, the additional information can include functions for recording or tuning to a particular program, as described in section 1.3.2.3 of Appendix A. The present invention allows the EPG administrator to charge the advertiser for the additional information that must be stored to accompany the advertisement. In a Distributed embodiment of the invention, the EPG administrator can also charge the advertiser for actual viewer accesses to the additional information.

Please replace the paragraph currently beginning at Page 13, Line 3 with the following rewritten paragraph:

10.) Ad Interactivity

as Advertisements displayed in the EPG can provide interactivity with the television and the video recorder. For instance, "Tune-in" Ads allow the viewer to tune directly to a show in progress from a highlighted ad block if the ad block has program information associated with it. Typically, the viewer selects the program for tuning by using the viewer's remote control device. For instance, the viewer can press the remote control enter button while a Tune-in Ad Block is highlighted.
